



“I still don’t get it?” Incorporating Social Responsibility and Environmental Best Practices into Exploration Programs

Part 3: The link between Community Consultation/Communications and Sustainability in Exploration Projects

Catherine Stevens

ERM

Introduction

- **What do Consultation and Communications have to do with Sustainability?**
- **Applying Community Consultation to Exploration**
- **What does this all mean to a project geologist?**
- **Takeaways**

What makes a project Sustainable?



1. Viable Project Economics
2. Minimal Environmental Impacts
3. A relationship with stakeholders which allows you to operate as cost effectively as possible *and* ensure the long term sustainable development of the local communities

To operate as cost effectively as possible you need to...

- **Obtain the right to work as you need to without disruption**
- **Active community participation in the smooth running of your mine**

Achieving Sustainable Local Development

- **Manage your impacts**
- **Understand external stakeholder expectations**
- **Understand local needs**
- **Understand your own needs**

AND FIND AND WORK THE INTERFACE

Simple, Right?!

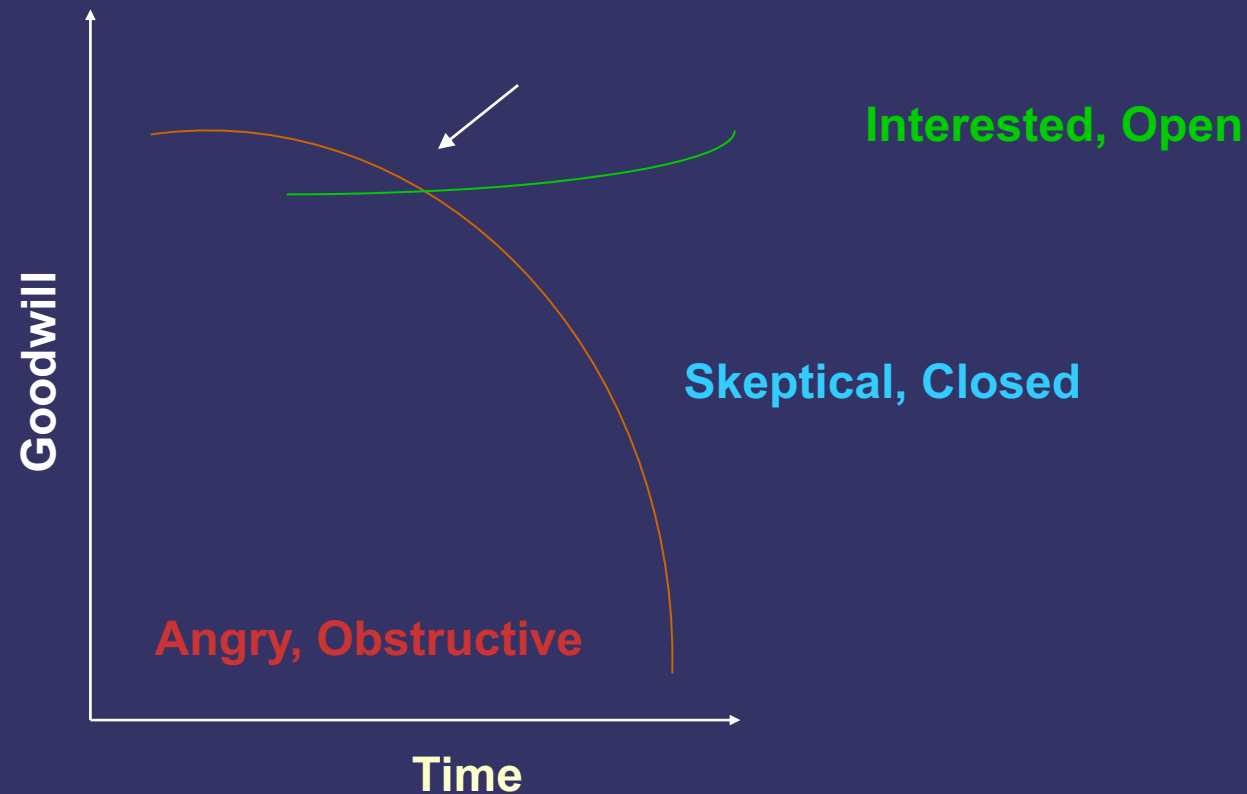
What is the common element in all this?

The need to Build Relationships based on:

- Mutual Respect and Understanding
- Open and Effective Communications
- Trust
- Empathy



Why consult during exploration?



So how do you do it?

- Who should I talk to?
- When should I talk to them?
- How should I talk to them?
- What happens if I say the wrong thing?
- We are only here for a few days, do I really need to talk to people?
- What do I do if everything goes wrong?

Who should I talk to?

- **Anyone who wants to talk to you**
- **Anyone you think might be interested in what you are doing**
- **Make sure you are talking to **representative samples** of the community**
- **Ensure that activities are **inclusive and participatory** to involve all affected groups and incorporate their opinions**
- **Develop a basic plan**
- **Capture who you have talked to so that you can follow up later**

When should I talk to them?

- Doing exploration? Make sure people know you are coming and what you will be doing
 - **advertisement in the newspaper with a contact number**
 - **go into the local municipality and tell them you are there**
 - **think in advance about how you are going to present yourself and what you are doing**
 - **make sure people know how to get in touch with you**
 - **if you have a project in the area, see if the local community relations person can help you out**
- Keep communities informed on a regular basis of your progress

How should I talk to them?

- **The way you would like to be spoken to if the roles were reversed!**

Clarity not Confusion



What happens if I say the wrong thing?

- **Prepare yourself well so that you don't!**
- **You are human - apologise**

We may only be here for a few days. Do I really need to talk to them?

YES!

- It may be a few days, if you are lucky it will be 50 years
- First impressions are all important
- Word travels fast
- **However**
 - Make sure you **do not make any promises you can not keep**
 - Be honest and open but try to **avoid raising expectations**
 - Leave a **contact number**
 - Always **follow up**
 - Make sure you **document** all your activities and issues raised

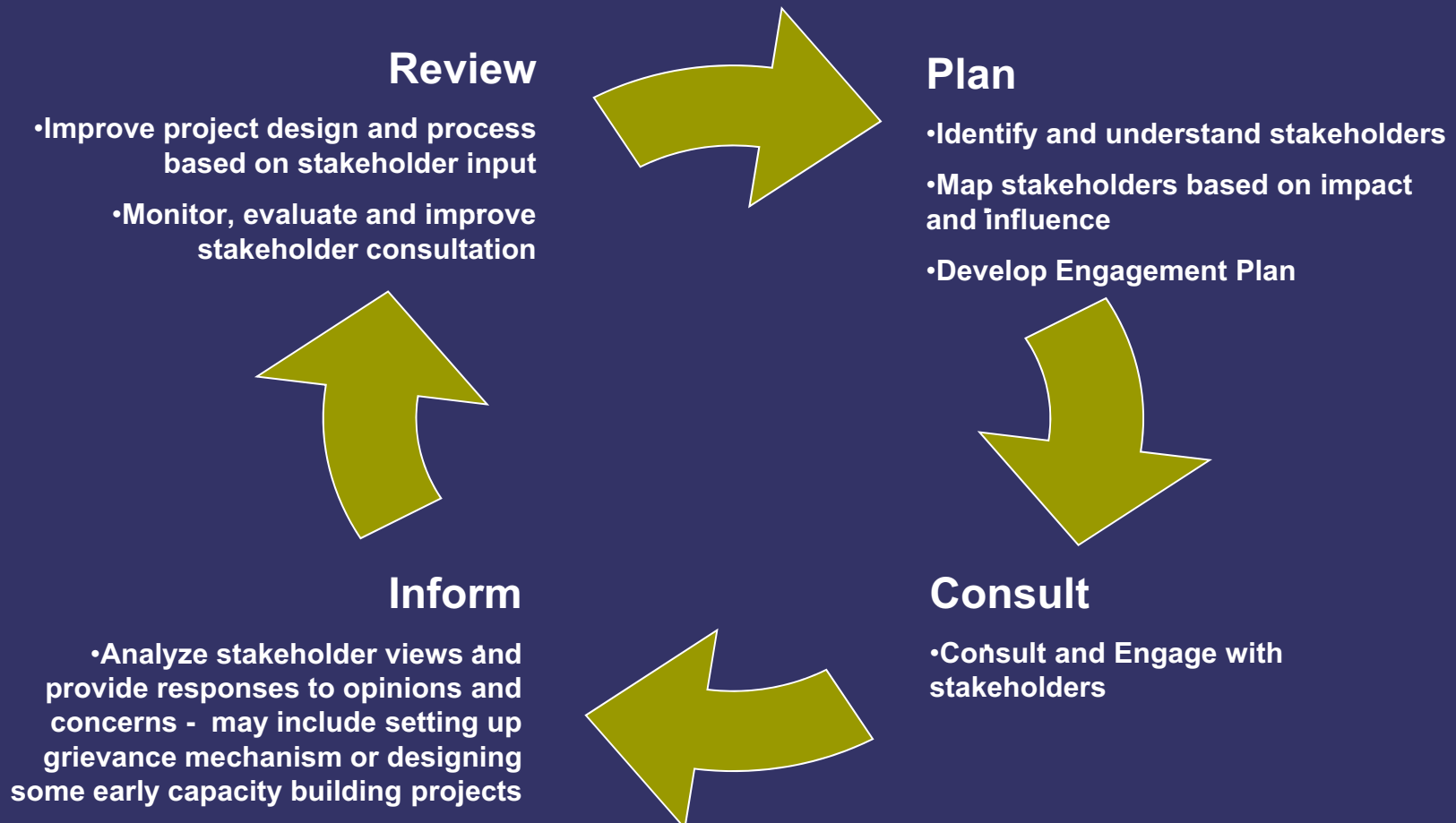
What are some of the techniques I can use?

- **Simple face to face meetings**
- **Involve people**
 - Hire local people as soon as you can as guides, to help you explain the project if there is one...
- **If you need to communicate something specific:**
 - Media
 - Posters
 - Leaflets

What do I do if everything goes wrong?

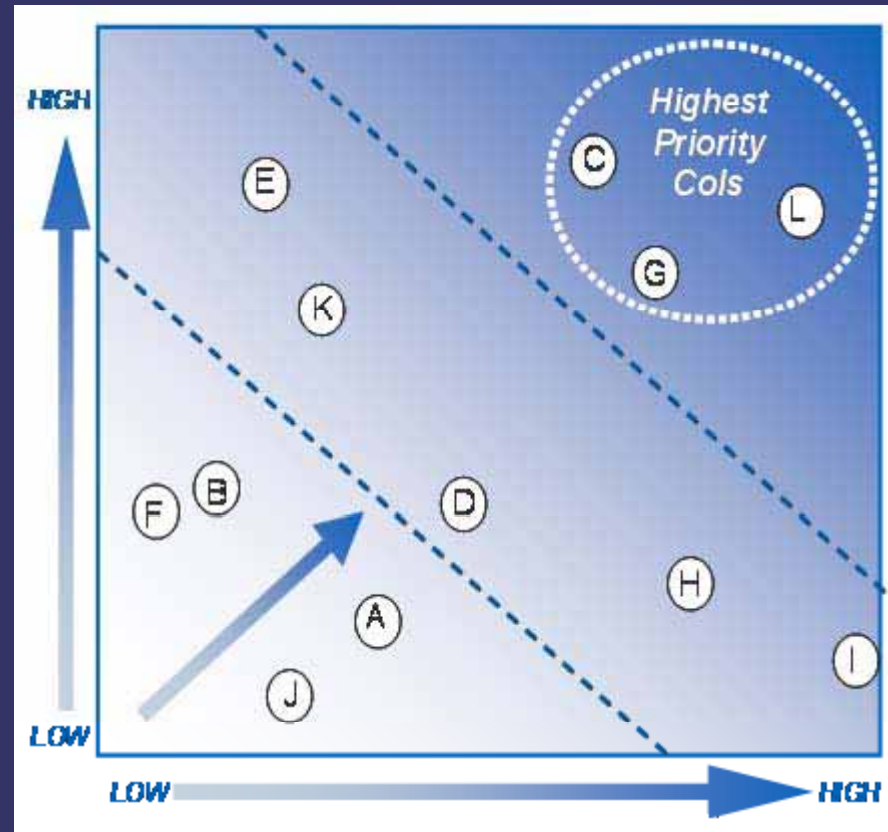
- **Call for back up!**

Four Stages of Community Consultation and Engagement



What does a Stakeholder Map look like?

Level
Affected
by and
Interest in
Project



Level of influence on Project

Takeaways

Core skills for effective engagement

- **Strong Communication and Listening skills**
- **Techniques for planning and delivery**
- **Basics of Conflict Management**

Don't confuse PR/Communications with Consultation and Engagement

Influence and Shape Perceptions → Provide information to allow own perceptions to form

Present Information → Listen and Share information

One way Communication → Two Way Communication

Identifies and focuses on “positive messages” stakeholders will want hear → Identifies strategies to resolve conflicts and promote mutual to benefit

Focus on results → Focus on Process

Concepts to keep in mind

- **Engage as early as possible**
- **Engage meaningfully**
- **The more complex a project (e.g., stakeholder concern, major impacts, legacy issues) the more consultation and engagement is required**
- **Focus on building mutually beneficial relationships with a long term vision for Sustainable Development!**

THAT'S ALL FROM US!

